

Employer Engagement Assessment Instrument

September 2013



*Produced by Coffey Consulting, LLC for the U.S. Department of
Labor, Employment and Training Administration, Office of
Workforce Investment, Division of Strategic Investments (DSI)*

Employer Engagement Assessment Instrument

The instrument is intended to serve as a guide for evaluating the way your agency engages employers and will provide an opportunity to assess your current efforts and identify new strategies and techniques. Because local job markets can vary considerably, there is no single strategy or mix of strategies that will work for every workforce development agency. Every agency must, therefore, look at all the options available and decide what strategies work best for them. The ultimate goal of this process is to establish credibility with employers, build long-term relationships with them, and connect local job seekers with training and employment in high growth sectors or occupations.

Employer Outreach Strategies	Yes	No	N/A
1. Do you have an outreach plan that establishes your core message, identifies strategies for outreach to employers and provides quantifiable goals for the contract period?			
2. Have you coordinated your outreach strategies with project partners (chambers of commerce, economic development, trade associations, organized labor, etc.) to ensure employers are not contacted by multiple parties?			
3. Have you coordinated your outreach and employer services with your job seeker services including direct placement, job search, work experience, internships, apprenticeships and on-the-job training (OJT)?			
4. Do you have sufficient eligible and suitable candidates to meet the demand you are creating?			
5. Are you using a mix of strategies to get the word out about your services or are you depending on a single strategy? Are you using any of the following methods:			
a. E-mail blasts?			
b. E-mail surveys?			
c. Direct mailings?			
d. Postcards?			
e. Newspaper advertisements?			
f. Billboards?			
g. Flyers and posters?			
h. Press releases?			
i. Social media?			
j. Public service announcements on radio?			
k. Public service announcements on television?			
l. Group activities such as employer breakfasts or conferences?			
m. Presentations at local organizations such as the chambers of commerce, economic development corporations, Rotary Clubs, local human resource organizations, etc.?			
n. Job fairs?			
o. Educating job seekers about the availability of OJT training to a potential employer?			

6. Do you engage employers and successful participants as champions for your project?			
7. Have you identified and reached out to all employers who have worked with you in the past?			
8. Do your business services representatives have access to database of companies by industry?			
9. Does your organization have a working relationship with the local or regional economic development corporation that provides you with access to their labor market information and employers who may be relocating to your area?			
10. When engaging major employers, is the project director or other executive level staff involved in the process?			
Promotional Materials	Yes	No	N/A
1. Are your promotional materials targeted to specific industries or do you use a one-size fits all approach?			
2. Are your promotional materials clear, concise, professional in appearance?			
3. Does your literature reflect a business-focused and business-driven approach?			
4. Do your promotional materials clearly and persuasively demonstrate that OJTs can			
a. Provide no-cost employee screening?			
b. Decrease the time it takes to hire an employee?			
c. Reduce recruitment costs?			
d. Provide improved, individualized training?			
e. Provide post-hire support and retention services?			
5. Does your website have:			
a. A description of the benefits of OJT?			
b. Your agency brochure			
c. Testimonials from employers and participants?			
d. A description of your talent pool?			
6. Do your promotional materials describe your services in terms of their benefit to employers?			

7. Do you use branded promotional gifts?			
Identifying Employer Needs	Yes	No	N/A
1. Do you have a formal way of receiving feedback from employers?			
2. If you have a formal way of receiving feedback from employers, does it include:			
a. Hard copy surveys?			
b. Online surveys?			
c. One-on-one interviews with employers at their worksite?			
d. Focus Groups?			
3. If you survey employers, do the questions focus on their concerns rather than candidate referral and training?			
4. Does your staff have a good working knowledge of the industries they are approaching? Have they:			
a. Reviewed or have knowledge of the latest labor market information for the employer's industry?			
b. Reviewed the employer's website?			
c. Reviewed information obtained via a Google search of the company's name?			
d. Reviewed the trade association website for the employer's industry?			
e. Talked to industry experts to determine the industry's needs?			
5. Do you have a database of participant skills and interests that allows you to quickly match the right participant to the right employer needs?			
6. Do you use contact management software to track engagement with employers and record their specific needs?			
Establishing and Maintaining Partnerships with Employers	Yes	No	N/A
1. Do you have an employer advisory committee that meets on regular basis?			
2. Have you partnered with employers to identify and develop career pathways?			

3. Do you engage employers as volunteers, e.g., mock interviews, job fairs, guest speakers, etc.			
4. Have business service representatives been assigned to particular sectors based on their knowledge and experience?			
5. Do business service representatives know how to access occupational information on the Internet?			
6. Do you recognize employers for their contributions to the project at award ceremonies or other public functions?			
7. Have you kept the paperwork required of employers to a minimum?			
8. Do all employees who have or may have contact with employers understand the need for excellent customer service?			
9. Do you maintain contact with your employers during those periods when funding for OJT and other related activities is not available?			
Adding Value to Your Services	Yes	No	N/A
1. Does your agency offer other assistance to employers such as the use of their office space for job interviews?			
2. Are the business service representatives familiar with the tax credits that may be available from the federal, state and local governments?			